



These are just some of the Viper items being auctioned for charity.

## FCA Settles Fate of Conner Facility – Will Auction off Viper Treasure for United Way

FCA has found a way to honor the heritage of the discontinued Dodge Viper as well as find a new use for the Conner Assembly Plant. The facility that has been out of use since the last Viper rolled off the assembly line in August of 2017.

Christopher Topham, head of Business Operations & Modeling Organization Product Design at FCA, said the Conner Assembly Plant, located off of Van Dyke near 8 Mile in Detroit, has been

repurposed and will now be called the Conner Center.

"When the Viper was discontinued, we brainstormed ideas of what the Conner site could become," Topham said. "The idea we settled on was to turn it into a combination of internal meeting space, display space and storage space."

Essentially, the site will be converted into a meeting area for FCA employees, Topham said. And it will also be used to display

and store FCA's historic vehicle collection.

When the refurbishing is completed, the site will have 22,000 square feet of meeting space. The construction work should be

CONTINUED ON PAGE 4

## FCA Honors Dealers For Excellence

Excellence deserves to be honored, which is why FCA US revealed the names of 468 Chrysler, Jeep, Dodge, Ram and Fiat dealerships have earned the 2018 Customer First Award for Excellence designation.

The selected dealerships achieved the highest level of customer experience recognition in the program's five core areas: People, Facility, Processes, Customer Performance Metrics and Training Certification, said FCA spokesman Jeff Bennett.

"The number of Customer First Award for Excellence dealers continues to increase year over year, demonstrating FCA and our dealers' consistent focus on providing

CONTINUED ON PAGE 6

## GM Global Propulsion Develops New Twin Turbo Engine

To build a better Cadillac, GM decided to build a better engine.

Cadillac begins a new chapter in its high-performance legacy with the introduction of the brand's first-ever twin-turbo V8 engine. It is the centerpiece of the new CT6 V-Sport, an engaging sports sedan infused with DNA of Cadillac's world-renowned motorsports program, said Cadillac President Johan de Nysschen.

Developed as a small-displacement V8 in the classic vein and offering exceptional power density of 131 hp per liter, this new Cadillac-exclusive 4.2L Twin Turbo V8 GM estimated at 550-horsepower and 627 lb-ft of

torque – elevates the CT6's performance to a new plateau and offers drivers an unparalleled experience behind the wheel. An optional 500-horsepower version will also be available.

"Cadillac's performance technology reaches new heights with the new and exclusive 4.2L Twin Turbo V8," said de Nysschen. "The engineering prowess embodies the very spirit of Cadillac performance on and off the race-track."

The new Cadillac Twin Turbo V8 is a clean-sheet design that also introduces unique design elements developed to balance performance and efficiency with

compact, mass-efficient packaging, said Jordan Lee, 4.2L TT V8 chief engineer.

"Designing an all-new engine was the best way to achieve the performance goals for the CT6 V-Sport," said Lee. "It builds on Cadillac's well-established turbocharging know-how and forges new ground with innovative features that deliver exceptional performance and refinement."

Lee said that at the center of the 4.2L Twin Turbo V8 is a "hot V" configuration that transposes the conventional layout of the cylinder heads' intake and exhaust



CONTINUED ON PAGE 4

CT6 V-Sport 4.2L Twin Turbo V8

## Ford Goes Local with Urban Farming Plan Centered Around Metro Detroit Area

Ford has projects around the world designed to help local communities. But that doesn't mean Ford has forgotten about Michigan.

To that end, the Ford Motor Company Fund has unveiled a new mobility program that will expand year-round indoor gardening in Detroit and provide an educational platform to teach local youth about nutrition and farming.

Collaborating with Cass Community Social Services, the Ford Mobile Farm will provide an ongoing food source to Detroit resi-

dents through a hydroponic garden inside a 40-foot shipping container, said Ford spokesman Todd Nissen.

An F-150 pickup truck with a garden in the bed will visit local schools to teach healthy eating habits and provide hands-on learning activities.

Ford Mobile Farm is the brainchild of millennial Ford employees who participated in the 2017 class of Thirty Under 30, a philanthropic leadership program launched by Ford Motor Company Executive Chairman Bill Ford to create a new generation of

community-minded employees, Nissen said.

"I'm proud of the work our employees are doing to develop programs that address some of today's most pressing societal issues," said Bill Ford. "The Ford Mobile Farm project is the latest example of how they are finding ways to not only give back to the local community, but also create a platform to educate future generations and make a lasting, positive impact."

In 2017, members of a Thirty

CONTINUED ON PAGE 2



Uber's test of autonomous Volvos is on hold due to a fatality.

## Fatal Accident Puts Light On Autonomous Testing

by Jim Stickford

The first pedestrian fatality involving an autonomously driven car has gained a lot of attention.

And that's to be expected, said Carla Bairo, president and CEO of the University of Michigan's Center for Automotive Research (CAR).

According to *The Associated Press*, a self-driving Uber SUV struck and killed a pedestrian in suburban Phoenix and is the first death involving a fully autonomous test vehicle. It happened on the evening of March 18 in Tempe, Ariz. The Volvo was in self-driving mode with a human backup driver at the wheel when it struck 49-year-old Elaine Herzberg as she was walking a bicycle outside the lines of a crosswalk in Tempe, police said.

AP also reported that Uber immediately suspended all road-testing of such autos in the

Phoenix area, Pittsburgh, San Francisco and Toronto. The ride-sharing company has been testing self-driving vehicles for months. Tempe police Sgt. Ronald Elcock said local authorities haven't determined fault but urged people to use crosswalks. He told reporters at a news conference March 19 the Uber vehicle was traveling around 40 mph when it hit Herzberg immediately as she stepped on to the street.

Neither she nor the backup driver showed signs of impairment, he said.

"The pedestrian was outside of the crosswalk, so it was mid-block," Elcock said. "And as soon as she walked into the lane of traffic, she was struck by the vehicle."

The National Transportation Safety Board, which makes recommendations for preventing

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Cass Community Social Services and the Ford Motor Company Fund help fight hunger with urban farming.

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## Feds Indict UAW Official In FCA Scandal

DETROIT (AP) – A union official who helped negotiate a contract with Fiat Chrysler has been charged with accepting luxuries worth tens of thousands of dollars, including fancy shoes, air travel and lavish meals.

Nancy A. Johnson is the sixth person to be charged in a scheme to strip millions from a Detroit worker training center financed by Fiat Chrysler, also known as FCA. The leader, former auto executive Al Iacobelli, has pleaded guilty and is awaiting his sentence.

U.S. Attorney Matthew Schneider said March 21 that blue-collar workers were “betrayed.” The government says Johnson spent \$1,100 on a pair of shoes and \$1,200 for spa services.

Johnson worked at the United Auto Workers and served on the 2015 committee that negotiated with FCA. Her lawyer declined to comment.

The UAW calls the allegations “appalling” but insists negotiations weren’t compromised.

# Ford’s Urban Farming Project Expands in Detroit Area

CONTINUED FROM PAGE 1

Under 30 team were challenged with improving Ford Mobile Food Pantries, a successful food distribution program launched in 2008 to address increasing hunger needs across metro Detroit, Nissen said. Team members toyed with the idea of creating a farm in the bed of an F-150, which led to growing vegetables inside a 40-foot shipping container.

The team presented the idea to company and Ford Fund leaders and won \$250,000 in funding from the Bill Ford Better World Challenge, a grant program funded by Ford Motor Company and Bill Ford personally to provide support for employee ideas capable of transformational change.

The grant will help purchase and outfit the freight farm, hire a person to oversee the farm, support the educational arm of the program and prepare an F-150 for school visits, Nissen said.

“Our goal is to get kids excited about where their food comes from,” said Chris Craft, a Ford interior lighting engineer and member of the Thirty Under 30 team responsible for the concept of the Ford Mobile Farm. “We want them to learn they have the ability to nurture something to grow and to know what healthy food options look like, and that feeding your body with nutritious foods is important to the way you feel.”

This spring, an F-150 will travel to Detroit-area schools where students will learn about growing vegetables from seed, nurturing plants to grow, harvesting food and good nutrition, Craft said. The children will put plants in the soil, harvest vegetables and taste the produce. Organizers expect to reach 2,250 students this year with the Mobile Farm’s F-150 site visits.

Growing food inside a shipping container is an innovation that is gaining in popularity worldwide, especially in urban communities, Nissen said. Cass Community Social Services, a Detroit nonprofit dedicated to providing area residents with food, housing, health services and job training, will house the 40-foot shipping container that will become the Ford Mobile Farm. Ford Fund and Cass Community Social Services are longtime collaborators on community projects, including the Cass tiny homes neighborhood.

The freight container will be equipped with LED lighting to enable seeds to sprout and vegetables to grow. Hundreds of vertical planters will house produce that will be fed by captured rainwater infused with nutrients. The container will have the growing capacity of up to two acres of land and produce up to 52 harvests per year. The unit will be partially powered by solar panels to reduce environmental impact and offset operating cost.

Nationally, 41 million Americans struggle with hunger, Nissen said.

In southeast Michigan, nearly 900,000 adults and children are food insecure and 700,000 live in poverty. Rev. Faith Fowler, executive director of Cass Community Social Services, said produce from Ford Mobile Farm will help feed the hungry at the nonprofit’s community kitchen. Produce will be sold to area restaurants to create an income stream to help support the freight farm.

“People who have ready access to fresh produce may not see this as a big deal, but the ability to offer fresh food and a good variety is very exciting to the community we serve,” said Fowler. “This program also gives us the opportunity to teach people in our city how to create their own gardens that will give them better nutrition and be more cost-effective.”

And that helps fulfill one of the fund’s key goals said Jim Vella, president of Ford Motor Company Fund.

“The Ford Mobile Farm is born from innovative young minds within the ranks of Ford,” said

Vella. “Among our key objectives is to tackle systemic problems that plague our communities. This pilot program has the promise to help solve a stubborn issue that affects not only residents of Detroit, but people across the globe. We are optimistic about the broad impact this program can potentially have.”

The Bill Ford Better World Challenge annually awards up to \$500,000 to support programs aimed at solving access to water and improving sanitation, as well as mobility challenges and other basic needs, Vella said. In 2017, additional grant winners included the Clean Water Community Project in Mexico and the Smart Toilet Project in India.

The Ford Mobile Farm exemplifies how members of Thirty Under 30 are increasingly using their expertise in the community. In February, a Thirty Under 30 team received \$10,000 to improve efficiencies at Fish and Loaves Community Food Pantry, which serves families in suburban Detroit’s downriver communities, Vella said.

## Autonomous Vehicle Fatality Stuns World

CONTINUED FROM PAGE 1

crashes, and the National Highway Traffic Safety Administration, which can enact regulations, sent investigators, according to AP.

“As tragic as the accident was, it was something that was bound to happen,” Bailo said. “I don’t think this should be a surprise to anyone. But what matters is that everyone stop and consider how this autonomous technology should be tested.”

Bailo said that while the accident happened in Arizona, other states, including Michigan and California, have pushed hard to create laws making testing of autonomous vehicle technology possible in their states.

“That just makes sense,” Bailo said. “You want your state to be the center of the latest develop-

ing technology.”

But now states must look at their regulations and really work to make sure they produce a safe environment for everyone, Bailo said. And if we want autonomous driving, then everyone from OEMs to pedestrians will have to adjust their thinking.

“Jaywalking is technically a crime,” Bailo said. “But no one is really punished for it. From what I understand of what happened in Arizona, the pedestrian crossed the street outside any crosswalk lines. We can program vehicles to recognize crosswalk lines and how to react when objects are within those lines, but it’s much more difficult to do that for the space outside the lines.”

One method of testing systems that is being talked about more is using simulations, Bailo said.

Computers create simulated streets and vehicle systems ride these virtual roads and are tested that way. This method is safer because it’s all done in computers. Actual vehicles aren’t in danger of hurting actual people.

If we truly want autonomous driving, then people will have to take jaywalking laws seriously, Bailo said.

“I was in Japan for four years when I was younger,” Bailo said. “I took a driving course to get used to that country’s laws and environment. One thing the instructor told me was to always assume that people would suddenly try to cross the street outside the crosswalk. Teaching a car to do that is extremely difficult.”

Ultimately public policy must be looked at, Bailo said. What will the laws be about testing these vehicles. So when she heard that jurisdictions and OEMs are reviewing their policies, she said that is the natural and appropriate approach.

GM spokesman Patrick Sullivan said GM remains focused on safety. In November GM president Dan Ammann said of autonomous technology that “what will control the timing, however, is safety. This will be the gating metric. The bar is very high. This will be the deciding factor for when we will be able to take the driver out of the car.”

Sullivan said that nothing has changed for GM. Safety remains paramount. Bailo said that the Arizona accident has reverberated around the world.

“I’ve received a lot of calls from reporters from different countries to talk about this,” Bailo said. “This is the first fatality and has captured the world’s attention. As far as I can see, everything is being handled correctly. The information that has been released to the media has been verified and companies are stopping testing on public roads until they learn more about what happened. For operators to reconsider testing methods after an event like this is to be expected.”

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*Moshkovich at a recent European Club event honoring woman.*

## *Faurecia Makes Investment*

Faurecia, an automotive technology company, is investing in the French start-up Enogia in order to enhance its expertise in energy recovery technology.

Founded in 2009 and based in Marseille, the start-up, which employs 30 people, has developed and patented an hermetic, compact high-speed turbine that recovers heat and converts it into electricity. Its North American headquarters is in Auburn Hills.

Enogia's technologies are very well suited to commercial vehicles, trucks and high horsepower engines (marine transport and generators) and the investment by Faurecia will enable it to grow rapidly in these market segments, said Eric Fohlen-Weill.

“Enogia’s technology enables Faurecia to expand its portfolio

of energy recovery solutions. We are pleased to invest in an innovative French start-up that already has several national and international achievements to its name,” said Yves Dumoulin, vice president Strategy at Faurecia Clean Mobility.

"Faurecia has emerged as the best partner to support our development, at a time when Enogia is posting the strongest growth of any French cleantech company," said Arthur Leroux, CEO of Enogia.

"Faurecia is an industrial company that boasts leading-edge innovation in clean mobility and shares our goal of becoming the world leader in converting waste heat to electricity for the transportation and industry applications."

## GM Club Promotes Company, Women

by Jim Stickford

It's always good to have friends, which was the impetus behind the creation of the original Eastern European Club at General Motors.

The club, now just known as the European Club, got its start several years ago as a way for employees from Eastern Europe to network and learn from each other, said Muharema Kolasinac. She is originally from Croatia and works for GM's GBS Finance division.

"The club is meant to do three things," Kolasinac said. "First promote GM products and services within the European communities in and around Detroit. A lot of these people buy the cars from their homeland and don't always think of buying American. Second, promote GM as a workplace of choice within the European communities. And third, help employees advance their careers within General Motors. Use events like the 'Push Progress' event we're holding to network."

Irina Gelbert, a forecaster for GM in Product Planning originally from the Ukraine, is part of the European Club and helped put together the “Push Progress” event held on March 15 in conjunction with this year’s International Women’s Day celebration.

"We're honoring women this year," Gelbert said. "This is the first time we've done something like this. We are also seeking to earn Employee Resource Group

(ERG) status. We want to expand our group. We have more than 170 members coming from 26 countries in Europe.”

Kolasinac said that International Women's Day is special to her because it celebrates inclusion.

"It helps people and it recognizes that we are living in a changing world," Kolasinac said. "So we hold events like this that help put people together. Change happens when we all get together. It's something I am very passionate about. I am happy to be here and happy to organize this event."

Alexandra Millerman works as a GM IT Development Lead in the Global Corporate Functions. She said the club wants to support women and raise awareness of issues that affect women. She also said that she was glad to see men at the Push Progress event.

Progress happens when everyone works together – men and women.

Marina Moshkovich, a senior financial analyst at GM, is the European Club's president. She is also originally from the Ukraine and said they expect to achieve full ERG status later this year, thanks in part to the sponsorship of Santiago Chamorro, vice president of Global Connected Customers Experience.

"He will be the executive chairman, and we will still be the European Club," Moshkovich said. "We will be focusing on customer relationships and the excellence

of GM vehicles. The idea is to be a brand ambassador to our communities. That's why events like this are so important. We get people together."

ERGs and clubs empower employees to take a hand in their own futures, Moshkovich said. It's part of the new GM and European Club members which are glad they have the chance to contribute on a different kind of level.

## AAM Execs to Speak at Bank Conference

American Axle & Manufacturing Holdings, Inc. will participate in the 2018 Bank of America Merrill Lynch Auto Summit on March 28. Starting at 9:40 a.m. David C. Dauch, AAM's chairman and chief executive officer, will discuss recent business developments.

AAM is a global leader in design, engineering, validation and manufacturing of driveline, metal forming, powertrain, and casting technologies for automotive, commercial and industrial markets, said AAM spokesman Christopher M. Son. Headquartered in Detroit, AAM has over 25,000 associates operating at more than 90 facilities in 17 countries to support our customers on global and regional platforms with a focus on quality and technology leadership.

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# GM Propulsion Develops New Twin Turbo

CONTINUED FROM PAGE 1

systems to mount the turbochargers at the top of the engine – in the valley between the heads – to virtually eliminate turbo lag and reduce the engine's total overall packaging size. In a conventional turbocharged engine, the cylinder heads receive the pressurized air charge through ports at the top of the engine and the exhaust exits through ports on the lower outside of the heads into manifolds connected to the turbochargers.

“With Cadillac’s innovative hot V design, the intake-charged air enters through the lower outside of the heads and exits through the top inside – where the turbochargers are integrated with the exhaust manifolds – for quick spool-up that translates into more immediate power delivery,” Lee said.

The new design also allows the vehicle to have closer mounting of the catalytic converters, for efficient packaging in the engine. The new Twin Turbo V8’s foundation is an all-new, durable and lightweight aluminum cylinder block that houses an equally robust, lightweight rotating assembly composed of a forged steel crankshaft, forged steel connecting rods and high-strength aluminum pistons.

Additional engine highlights include twin-scroll turbochargers, electronic wastegate control, twin water-to-air charge coolers, twin throttle bodies, direct injection, dual-independent camshaft phasing, as well as active Fuel Management.

Each engine will be hand-built at the GM Performance Build Center in Bowling Green, Ky.



1995 Chrysler Atlantic concept



1953 Chrysler Special



1941 Chrysler Thunderbolt concept



1997 Chrysler Chronos concept

## FCA’s Conner Facility Repurposed to Hold Classic Cars

CONTINUED FROM PAGE 1

completed by the end of the second quarter 2018, Topham said.

Mike Toniello, the last Viper director of Manufacturing, said that when they closed the site, part of the job was to help prepare it for its next use.

“When we were cleaning up, we realized that we had a collection of Viper paraphernalia going back to the beginning of the vehicle. Things like art and materials used to promote and honor the

Viper. We found things like signs sketches, photos and poster, not to mention all the items that were part of the operations of the Plant. We called Brandt Rosenbusch, manager of FCA’s Historical Services and he and his crew came and collected some items.”

More than 1,800 items were removed to be kept in company archives. But that still left a lot of materials to be disposed of, Toniello said. Among the leftover items are eight signed hoods,

more than 500 pieces of art, prints and signage, as well as posters and Viper merchandise from key chains to apparel to coffee mugs.

But instead of throwing it out, Toniello had the idea of auctioning the items off via the Internet. So as of March 21, a special Web site – auction.unitedwaysem.org – went live. People going there can see all the Viper items for sale and make bids on them.

“The beauty of this is that all the money goes directly to the United Way of Southeastern Michigan,” Toniello said.

Rosenbusch said the Conner Center is an ideal site to honor FCA’s legacy.

“With a storied history of its own, the Conner Avenue facility is an ideal location to showcase the vehicles that have sustained the company for more than 92 years,” Rosenbusch said. “We are proud of our history and have been working diligently in the daily care and restoration of these important vehicles. This move will allow us to house all of our collection under one roof and have the space to share that history with our employees.”

Rosenbusch said that FCA has about 400 classic and con-

cept vehicles in its collection. Since the closing of the Chrysler Museum in 2017, they haven’t a place to show these vehicles off. The Conner Center will have, at any one time, about 80 vehicles on display. These vehicles will rotate, so people visiting the center will see different vehicles over time.

So far, plans are for the Conner Center to be used strictly at an FCA meeting space, Rosenbusch said. It might be possible, in the future, for it to be opened to public for meeting or tours, but there are presently no plans for that.

“We really want to get this up and running the way we planned for it,” Rosenbusch said. “Once that happens, then we can look to the future.”

The media attending the Conner Center announcement were given a chance to see the classic vehicles and concept cars that will be on display once the center is opened. Among the vehicles they got to see were the 1995 Atlantic concept car, the 1941 LeBaron concept car, the 1941 Thunderbolt concept car, a World War II Wylls jeep, the 1997 Chronos concept car, the 1963 Chrysler Turbine special and the 1953 Chrysler Special.

## State Fairgrounds Sold

DETROIT (AP) – A company with ties to former NBA star Magic Johnson plans to redevelop property at the old Michigan Fairgrounds in Detroit.

Magic Plus LLC will buy about 16 acres for just over \$29,500 per acre from the Michigan Land Bank Fast Track Authority.

On March 21, the authority’s board also approved Detroit’s separate \$7 million proposal for 142 acres at the site where the once-popular state fair was held for more than a century through 2009 until bad attendance caused the state to cut funding.

The fairgrounds, along Detroit’s northern city limits, are bounded by Detroit neighborhoods and heavily traveled Eight Mile Road and Woodward Avenue. Details of the Magic Plus plan were not released Wednesday. The city has to approve zoning and permit activities.

“We’re into making certain we have goods and services and activities that the adjacent community wants,” said Joel Ferguson, Magic Plus principal and trustee at Michigan State University where Johnson played college

basketball. “Earvin always wanted to be part of making something happen in Detroit.”

Johnson led MSU to the 1979 college basketball championship before a Hall of Fame career with the Los Angeles Lakers. In 2011, he joined a venture capital firm in Detroit and said he would invest in the city. Detroit’s City Council must approve the city’s purchase. The council already has approved Detroit’s 2018-19 budget which calls for \$4 million to cover up-front costs for the land. The remaining amount would be paid once the property is developed.

“The state fairgrounds site is one of the largest developable parcels of land in Detroit and represents an opportunity to create economic growth and continued community development,” the land bank said Wednesday in a news release. “The city will explore different development options that will ensure that the project creates real economic opportunity for Detroiters and do it in a way that harmonizes with, and benefits, the surrounding neighborhoods.”

**ALL LEASE PAYMENTS 0 DOWN**

**2018 JEEP COMPASS LIMITED 4X2**

SALE PRICE \$21,124\*

**0 DOWN \$159\*** 24 MO. 10K

MSRP \$29,680

**2018 DODGE CHARGER GT AWD**

SALE PRICE \$26,553\*

**0 DOWN \$199\*** 24 MO. 10K

MSRP \$36,590

**2018 RAM 1500 SLT Crew Cab Big Horn 4x4**

SALE PRICE \$30,785\*

**0 DOWN \$167\*** 36 MO. 10K

MSRP \$46,135

**2017 CHRYSLER PACIFICA TOURING L**

SALE PRICE \$23,698\*

**0 DOWN SAVE \$11,667 \$237\*** 36 MO. 10K

MSRP \$35,365

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# FINAL DAYS FOR MARCH! MONDAY 8:30AM-9:00PM

## THIS IS THE MONTH TO DEAL!

### LARGEST 1 DAY SALE EVER!

March has been an incredible Month  
For Incentives and New Car Sales!  
**YOU STILL HAVE TIME!**  
We Will Remain Open Until The Last  
Customer Is Sold and Delivered!  
**DON'T WAIT! NOW IS THE TIME!**

## MONDAY 8:30AM-9:00PM

**CLIP THESE EXCLUSIVE HUYAERE MARCH 2018 COUPONS! CAN SAVE YOU UP TO \$100 A MONTH ON A 24-MONTH LEASE**

<b>EXCLUSIVE HUYAERE</b> <b>MARCH 2018</b> <b>BONUS CASH</b> <span style="font-size: 2em; font-weight: bold;">\$1800</span>	<b>EXCLUSIVE HUYAERE</b> <b>MARCH 2018</b> <b>TRADE-IN BONUS CASH</b> <span style="font-size: 2em; font-weight: bold;">\$1800</span>	<b>EXCLUSIVE HUYAERE</b> <b>MARCH 2018</b> <b>1500 CREW CAB HEMI BONUS CASH</b> <span style="font-size: 2em; font-weight: bold;">\$3000</span>
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In stock new 2018, 2017, 2016 and 2015 vehicles only. Most present coupon. Prior sales excluded. One coupon per customer or lease. Not valid with other incentives. See dealer for details. Valid thru 3/31/18.

### HOTTEST MARCH LEASE DEAL!

**2018 Dodge Charger GT AWD**

**LEASE FOR \$109\*\***  
24 Mos. \$1400 due

- Navigation/Travel Group
- Nappa Leather
- All Wheel Drive

**133 AVAILABLE**

### HOTTEST MARCH JOURNEY DEAL!

**2018 Dodge Journey GT**

**FWD**

**LEASE FOR \$106\*\***  
24 Mos. \$100 due

**AWD**

**LEASE FOR \$112\*\***  
24 Mos. \$200 due

**YOUR CHOICE**

### HOTTEST MARCH JEEP DEAL!

**2018 Jeep Compass 4x4**

**Latitude**

**LEASE FOR \$113\*\***  
24 Mos. \$50 due

**Limited**

**LEASE FOR \$115\*\***  
24 Mos. \$550 due

**YOUR CHOICE**

**EXCLUSIVE HUYAERE BONUS CASH    MARCH IS JOURNEY MONTH    602 AVAILABLE!**

## MARCH 2018 IS TRUCK MONTH! DON'T WAIT!

### \$3000 RAM 1500 CREW CAB 4X4 EXCLUSIVE HUYAERE BONUS CASH!

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### 2018 RAM 1500 CREW CAB 4X4 BIG HORN

**LEASE FOR \$118\*\***  
24 Mos. \$450 due

**MARCH IS TRUCK MONTH**

**#1 RAM DEALER 2013 2014 | 2015 | 2016 | 2017**

**\$3000 HUYAERE BONUS CASH**

### 2018 RAM 1500 CREW CAB 4X4 EXPRESS

**LEASE FOR \$129\*\***  
24 Mos. \$0 due

**MARCH IS TRUCK MONTH**

**#1 RAM DEALER 2013 2014 | 2015 | 2016 | 2017**

**\$3000 HUYAERE BONUS CASH**

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### CHRYSLER

#### MARCH PACIFICA SPECIALS

##### 2018 CHRYSLER PACIFICA TOURING L PLUS

**LEASE FOR \$82\*\***  
24 Mos. \$1995 due

**263 PACIFICAS AVAILABLE**

### Jeep

#### 2018 JEEP COMPASS 4X4

**Latitude**

**LEASE FOR \$113\*\***  
24 Mos. \$50 due

**Limited**

**LEASE FOR \$115\*\***  
24 Mos. \$550 due

**Trailhawk**

**LEASE FOR \$109\*\***  
24 Mos. \$995 due

**602 AVAILABLE!**

### DODGE

#### MARCH CHARGER SPECIAL

##### 2018 Dodge Charger GT AWD

**LEASE FOR \$109\*\***  
24 Mos. \$1395 due

**24 MONTH 1 PAY LEASE \$4,178\***

### CHRYSLER

#### 2018 CHRYSLER PACIFICA LIMITED

**LEASE FOR \$103\*\***  
24 Mos. \$1995 due

**204 PACIFICAS AVAILABLE**

### Jeep

#### 2018 JEEP GRAND CHEROKEE LAREDO 4X4

**LEASE FOR \$126\*\***  
24 Mos. \$1995 due

### DODGE

#### 2017 DODGE CHARGER R/T 392

**BUY FOR \$498\*\***  
84 Mos. \$2000 down

### CHRYSLER

#### 2018 CHRYSLER PACIFICA TOURING L

**LEASE FOR \$129\*\***  
24 Mos. \$1995 due

**262 PACIFICAS AVAILABLE**

### Jeep

#### 2018 JEEP GRAND CHEROKEE ALTITUDE EDITION

**LEASE FOR \$188\*\***  
24 Mos. \$1995 due

### DODGE

#### 2017 DODGE CHALLENGER GT AWD

**BUY FOR \$379\*\***  
84 Mos. \$2000 down

### CHRYSLER

#### 2018 CHRYSLER PACIFICA LIMITED

**LEASE FOR \$103\*\***  
24 Mos. \$1995 due

**204 PACIFICAS AVAILABLE**

### Jeep

#### 2019 JEEP CHEROKEE LIMITED 4X4

**LEASE FOR \$102\*\***  
24 Mos. \$1995 due

### DODGE

#### 2017 DODGE CHALLENGER R/T

**LEASE FOR \$119\*\***  
24 Mos. \$1595 due

### CHRYSLER

#### 2018 CHRYSLER PACIFICA LIMITED

**LEASE FOR \$103\*\***  
24 Mos. \$1995 due

**204 PACIFICAS AVAILABLE**

### Jeep

#### 2018 JEEP WRANGLER UNLIMITED 4X4

**LEASE FOR \$186\*\***  
24 Mos. \$1995 due

### DODGE

#### 2017 DODGE CHALLENGER SXT AWD

**BUY FOR \$329\*\***  
84 Mos. \$2000 down

### CHRYSLER

#### 2018 CHRYSLER PACIFICA LIMITED

**LEASE FOR \$103\*\***  
24 Mos. \$1995 due

**204 PACIFICAS AVAILABLE**

### Jeep

#### 2018 JEEP WRANGLER UNLIMITED 4X4

**LEASE FOR \$167\*\***<

# Cadillac's New CT6 V-Sport's Powerful New V8 Engine Makes for Better Performance

Sedans just got a little sportier and luxurious.

Cadillac has unveiled its CT6 V-Sport, the first-ever V-Performance model of its top-of-range sedan. The introduction of the high-performance variant coincides with a makeover of the entire CT6 lineup that incorporates the newest iteration of Cadillac's design language featured on the Escala Concept, said Cadillac spokesman JL Lavina. The Cadillac V-Sport portfolio currently includes the CTS V-Sport and the XTS V-Sport.

"Cadillac V-Sport is the embodiment of our passion to deliver an exhilarating driving experience without compromises," said Cadillac President Johan de Nysschen. "The all-new CT6 V-Sport provides the perfect balance of performance and luxurious refinement."

The CT6 V-Sport boasts an all-new Cadillac 4.2L Twin Turbo V8 Cadillac-estimated at 550 horsepower and stunning 627 lb-ft of torque that elevates the CT6's performance to a new plateau and offers drivers an unparalleled experience behind the wheel, de Nysschen said. The engine is a clean-sheet design and introduces unique design elements developed to balance performance and efficiency with compact, mass-efficient packaging.

"With the introduction of the all-new CT6 V-Sport, Cadillac begins a new chapter in its performance legacy with the introduction of the brand's first-ever twin-turbo V8 engine," said de Nysschen. "It is the centerpiece of the new CT6 V-Sport, an engaging sport sedan infused with DNA of Cadillac's world-renowned and championship-



The new 2019 Cadillac CT6 V-Sport

winning motorsports program."

The new Cadillac Twin Turbo V8 is matched with a 10-speed automatic transmission, Lavina said. Its broad, 7.39 overall gear ratio spread enhances off-the-line performance and contributes to reduced engine speed on the highway for refinement and efficiency. Narrow steps between the gear ratios also help the engine maintain the optimal speed for maximum power at almost all vehicle speeds.

"The first-ever Cadillac CT6 V-Sport includes a bold, dark front with a large V-inspired mesh grille and new horizontal LED headlamps with strong vertical signatures, making it distinctly Cadillac," de Nysschen said. "Lower aero components and Gloss Black side window surround trim provide the performance sport sedan's chiseled exterior with a dark and distinguished look."

New, unique 20-inch V-Sport wheels with summer-only tires, lower aero components and

spoiler further express the sedan's performance capabilities."

New, summer-only performance tires developed exclusively for Cadillac V-Sport are tuned to deliver crisp response and track capable performance while retaining isolation and comfort, Lavina said.

Other performance features include mechanical limited-slip rear differential increases traction at the limit and provides more predictable performance during heavy and track driving, V-Sport specific suspension tuning for improved roll control, cornering capability and steering response and a new 19-inch Brembo brake system developed specifically for the CT6 high-performance application.

This brake system comes with Brembo monoblock, fixed-posed, four-piston equipped with performance linings and air deflectors that direct air to cool the brakes during sporty, aggressive driving.

# FCA Honors Its Top Dealers

CONTINUED FROM PAGE 1

a superior customer experience," said Al Gardner, head of Network Development. "These 2018 Customer First Award for Excellence dealers are leading the way for our network, and the award is clear evidence of their everyday dedication and commitment to their customers."

Reid Bigland, head of U.S. Sales, agreed.

"The fact that our Customer First Award for Excellence dealers demonstrated this level of excellence in such a highly competitive market demonstrates their drive to be the best of the best," Bigland said. "Customers today have higher expectations of the shopping and ownership experience, and our Customer First Award for Excellence dealers are meeting – and exceeding – those expectations."

FCA US created the Customer First Award for Excellence with its dealer partners and J.D. Power to improve customer satisfaction with Chrysler, Jeep, Dodge, Ram and Fiat dealerships in the United States with a specific focus on sales, employee training, facility condition and service experience, Bennett said. The program was originally launched in October 2015.

"Providing an exceptional customer experience for our vehicle owners requires a relentless dedication to excellence every business day," said Pietro Gorlier, head of Parts and Service. "Our Customer First Award for Excellence dealers have earned this distinction and continue to serve as an outstanding example for other dealers to follow."

All 2,600 Chrysler, Jeep, Dodge, Ram and Fiat dealerships are eligible to pursue and earn this prestigious award on an annual basis, Bennett said. Dealerships

must achieve stringent goals in five core "pillars" to earn the coveted designation. The criteria include Facility Certification. They looked to make sure that dealer facilities provides a clean, comfortable environment for customers, as well as Performance Measures. They checked to see if dealership has achieved highest levels of customer-oriented sales and service goals.

Training Certification. This criteria makes sure employees have received the highest level of required FCA-certified training is also considered. As is Employee Surveys. They are completed to promote the voice of dealer employees and a customer-driven culture. Process Validation looks at certified sales and service processes that support excellence in customer handling.

Dealership teams have either worked independently or with contracted Customer Experience Specialists in order to seek the highest levels of process and procedure improvements to ensure an increase in customer satisfaction.

John Caldwell, general manager of Galeanas Dodge in Warren – one of the Michigan dealerships that earned a Customer First Award – said it's an honor to be recognized for customer service.

"Dealerships can say they do everything right," Caldwell said. "But just because you say something doesn't make it true. With this award, they make sure that we follow the criteria and processes best designed to provide customer satisfaction. They know what criteria they're looking for. They ask us what are the best ways we have to help our customers and come in and check on us. Anyone can say they do things the right way, but do they actually do it? FCA checks to make sure."

Overall, the award means that Galeanas takes care of its customers the right way, Caldwell said. It's not so much the prestige of the award that matters, but rather that experts who know what they're talking about have seen how the dealership does business say that they're doing business the right way.

That's what really important about the award, Caldwell said.

Other metro Detroit FCA dealerships that earned the 2018 Customer First Award for Excellence are Al Deeby Chrysler Dodge Ram Jeep of Clarkston, Bill Snethkamp Chrysler Dodge Jeep Ram of Highland Park, Dick Huvaere's Richmond Chrysler Dodge Jeep Ram, Golling Chrysler Dodge Jeep Ram, Golling Chrysler Dodge Jeep Ram of Chelsea, Parkway Chrysler Dodge Jeep Ram of Clinton Township, Rochester Hills Chrysler Dodge Jeep Ram of Rochester Hills, Southfield Chrysler Dodge Jeep Ram and Sterling Heights Chrysler Dodge Jeep Ram.

## Ford Teams Up With Mahindra

NEW YORK (AP) – Ford and Mahindra Group are teaming up to develop a small electric vehicle and some new SUVs.

The companies, which partnered with each other in September, said March 22 that they've signed five new memoranda of understanding that will speed up the development of key products for consumers in India and emerging markets.

The companies plan to co-develop a midsize SUV that'll be sold independently by both businesses as separate brands. They also agreed to evaluate co-development of a compact SUV and electric vehicle. Teams from both companies will work together for up to three years to develop ways to cooperate.

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### THURSDAY, MARCH 29, 2018

Meeting 1: 7:00 a.m. - 7:50 a.m. (breakfast included)  
Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

LOCATION: Detroit Marriott at the Renaissance Center  
400 Renaissance Drive  
Detroit, MI 48243

### THURSDAY, APRIL 12, 2018

Meeting 1: 7:00 a.m. - 7:50 a.m. (breakfast included)  
Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

LOCATION: Courtyard Marriott  
30190 Van Dyke Ave., Warren, MI 48093  
(across from GM Tech Center)

REGISTRATION REQUIRED. SPACE LIMITED TO 20 SEATS.

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The FT 400 was developed in collaboration with Ignites Research, a subsidiary of the FT that provides specialized content on asset management. To qualify for the list, advisers had to have 10 years of experience and at least \$300 million in assets under management (AUM) and no more than 60% of the AUM with institutional clients. The FT reaches out to some of the largest brokerages in the U.S. and asks them to provide a list of advisers who meet the minimum criteria outlined above. These advisers are then invited to apply for the ranking. Only advisers who submit an online application can be considered for the ranking. In 2016, roughly 980 applications were received and 400 were selected to the final list. The 400 qualified advisers were then scored on six attributes: AUM, AUM growth rate, compliance record, years of experience, industry certifications, and online accessibility. AUM is the top factor, accounting for roughly 60-70 percent of the applicant's score. Additionally, to provide a diversity of advisers, the FT placed a cap on the number of advisers from any one state that's roughly correlated to the distribution of millionaires across the U.S. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. The FT is not affiliated with Raymond James. space Neither Raymond James Financial Services nor any Raymond James Financial Advisor renders advice on tax issues, these matters should be discussed with the appropriate professional.



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**2018 GMC YUKON SLE**  
PURCHASE FOR **\$45,129\***  
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**2018 GMC SIERRA 1500 DENALI CREW CAB**  
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**Paul Makowski**  
[pmakowski@edrinke.com](mailto:pmakowski@edrinke.com)



**Art Kurgin**  
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**24** MONTHS **\$999** DOWN STOCK #480080



**2018 CHEVY EQUINOX LT**  
NO GM EMPLOYEE DISCOUNT REQUIRED  
LEASE FOR **\$99\*** PER MONTH OR **\$24,039\*** PURCHASE FOR  
**24** MONTHS **\$999** DOWN STOCK #580189



**2018 CHEVY MALIBU LT**  
NO GM EMPLOYEE DISCOUNT REQUIRED  
LEASE FOR **\$159\*** PER MONTH OR **\$20,849\*** PURCHASE FOR  
**24** MONTHS **\$999** DOWN STOCK #480207



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**2018 CHEVY TRAX LS**  
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**24** MONTHS **\$999** DOWN STOCK #582794



**2018 CHEVY TRAVERSE LS**  
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2018 ESCALADE AWD • STK# 205920 STANDARD COLLECTION

ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES WITH A CURRENT ELIGIBLE CADILLAC LEASE

\$770 / 39 / ZERO

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Cadillac Racing Teams Do  
Well in Florida Contest

Under perfect Florida weather conditions of sunshine and 80-degrees, the Cadillac four-some took to the 3.74-mile, 17-turn historic race track for the 15-minute qualifying session March 16.

“With the new tire spec and the heat, the tires came in very quick,” Vautier said. “No one expected that lap time. The lap really didn’t feel that good. I saw a 47 on the dash and I didn’t expect it to be that quick. That was the first time we were on new tires and low fuel, so the pole is good. The guys have been working hard these last two days. This is two in a row for me. I was on pole in GT last year. This is a high commitment track, especially in Turn 1 and Turn 17. I am always driving 101 percent. Tristan Vautier, No. 90 Spirit of Daytona Cadillac DPi.VR, put in a time of 1:47.432 on his fourth flying lap. The Spirit of Daytona Cadillac team is new to the brand for 2018.

“They acquired their car late in December and had an unfortunate start to the season at the Rolex 24 hours, ending their race just before midnight. Vautier and teammates Matt McMurry and Eddie Cheever III are hungry for a good showing this weekend at Sebring.

“We just got the car in early December. We were in the top five in Daytona and even led the race. There are some big name drivers behind us in qualifying. The guys were on the pit lane lined-up to celebrate. We are focused on the race tomorrow, since Daytona was a disappointment. We will push through the day and stay in contention and look to the last two hours to really race.”

The No. 31 Whelen Engineering Cadillac DPi.VR was driven by Felipe Nasr in qualifying. Nasr posted a time of 1:47.853, that will have him starting fifth for tomorrow’s 10:40 a.m. ET start. Nasr is joined by Eric Curran and Mike Conway.

“It was a clean qualifying session from our side,” Nasr said. “We struggled with the balance of the car a little bit, I had some understeer. I was able to get a clean lap, I gave the tires lots of

laps to get up to temperature. It is pretty close, a couple of tenths to the front. We are starting P5. Not where we want to be, but plenty of race to make it up. We are thinking of the big race tomorrow. The track here is very challenging for driver and car. With the bumps you get cars going off and bringing dirt onto the track. At night it gets pretty chaotic and drivers make mistakes. We need to let them make mistakes and we need to run a clean race. We have a nice package in our hands to fight for the win.”

Filipe Albuquerque had the controls of the No. 5 Mustang Sampling Cadillac DPi.VR and drove to a time of 1:48.256 that will have him coming to the green flag from eighth on the grid. Albuquerque, Joao Barbosa and Christian Fittipaldi are the Rolex 24-hour winners and are looking to win the 36 hours of Florida with a victory here tomorrow.

“I think we didn’t start well this morning,” Albuquerque said. “We had a small issue with the car that we had to fix. In qualifying, the car felt good on the first lap, then went away. Our Cadillac is a little out of balance at the moment. We have a smart team and we will make some adjustments for the 12-hour race and be ready to go.”

The No. 10 Konica Minolta Cadillac DPi.VR wheeled by Renger Van Der Zande in qualifying will start 10th tomorrow based upon their fast lap of 1:48.370. Van Der Zande and teammates Jordan Taylor and Ryan Hunter-Reay are poised to get a strong finish this weekend as their Daytona 24 race ended early as well.

“It is not what we came for to qualify tenth,” Van Der Zande said. “We are trying to find a good handling car. We have seen some speed, but not exactly what we want. We are still working on the Cadillac and we will need it to be just right for the end of the race tomorrow. The Konica Minolta team is strong and we will make some adjustments for the warm-up tomorrow.”

State Gas Prices See Slight Drop

DEARBORN, Mich. (AP) – AAA Michigan says gas prices statewide have fallen by about 2 cents per gallon in the past week.

The Dearborn-based auto club announced late March 18 that the average price for self-serve regular unleaded gasoline was about \$2.56 per gallon.

AAA notes it’s the first decline in three weeks. Prices are about 20 cents more than at the same point last year.

Michigan’s lowest average price was about \$2.49 per gallon in the Flint area.

The highest was about \$2.62 per gallon around the Marquette area.

The Detroit-area’s average daily gas price was about \$2.59 per gallon, about 3 cents less than last week’s average.

AAA Michigan surveys daily fuel prices at 2,800 gas stations across the state.

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# Tesla Board Approves Musk’s Pay Package

by TOM KRISHER  
AP Auto Writer

DETROIT (AP) – Shareholders of electric car and solar panel maker Tesla Inc. have approved an ambitious pay package for iconic CEO Elon Musk that could net him more than \$50 billion if he meets lofty milestones over the next decade, according to a person briefed on the March 21 vote.

Tesla says the all-or-nothing package is worth \$2.6 billion at current stock values, but that would rise dramatically if Musk meets 12 incremental goals including raising the company’s market capitalization tenfold to \$650 billion. Also included are targets to increase adjusted pre-tax income and revenue.

If the goals are reached, Tesla would be fourth-most-valuable U.S. company and Musk would be among the richest people in the world.

Two firms that evaluate proxies for investors recommend that shareholders vote against the pay plan, which they say is unprecedented in size for a U.S. public company.

The firms, Institutional Shareholder Services and Glass Lewis, both peg the current value of Musk’s package at around \$3.7 billion.

Tesla has yet to turn a full-year net profit even though it has been in business for the past 15 years.

At least two large shareholders and Tesla’s board supported the plan, saying it’s necessary to keep Musk in the fold and reach the goal of switching the world from burning oil for transportation to the development and use of sustainable electric vehicles by the public at large.

“We believe as a board and executive team that we can actually

achieve these milestones,” said board member Antonio Gracias, who points out that under a 2012 incentive package, Musk raised Tesla’s market capitalization by 17 times to more than \$50 billion last year. “It’s very important to think about the specifics of Tesla and what we have already achieved.”

For each of 12 milestones Tesla achieves, Musk, who already owns over 20 percent of the company, will get stock worth 1 percent of Tesla. “The shareholders get 99 percent, Elon gets 1 percent,” Gracias said.

To get there, Musk will have to expand Tesla’s product lineup to include previously announced semis, a new SUV and a pickup truck. Plus the company’s solar roofs will have to be successfully integrated into its energy storage business.

There’s also the issue of production delays, which have occurred on all of Tesla’s current vehicles.

The company currently is trying to raise production to meet demand of its Model 3, a mass-market electric car that starts at \$35,000.

Gracias says shareholders realize that Tesla is often optimistic about hitting production milestones and is working hard to achieve them.

“We always hit our goals eventually. We are sometimes late,” he said. “Sometimes the application of engineering takes longer than we think.”

The package is an incentive for Musk to focus on Tesla, which has been a recent concern for investors.

Musk also is the founder and CEO of rocket company SpaceX and co-founder of OpenAI, a non-profit that researches the development of artificial intelligence systems.

Musk has also recently started The Boring Co., a tunnel-building firm that Musk is promoting to build underground light rail systems.

ISS, in recommending against the plan, wrote that Musk could get a substantial portion of the award even if Tesla doesn’t reach sustained profitability. The plan would be suspended but not automatically forfeited if Musk takes a leave of absence, the firm wrote in a note to investors. “These issues both potentially undermine the board’s given objectives of retaining Musk and further aligning his interests with those of shareholders,” ISS wrote.

But investment firm T. Rowe Price and others supported the package, saying the board addresses Tesla’s challenges in the right way by thinking creatively. “We believe the final plan is well aligned with shareholders’ long-term interests,” the company said in a statement to the public and media.

Young companies like Tesla usually experience incredible growth over short periods, then level off for a period as they regroup in the marketplace, said Todd Saxton, associate professor of strategy and entrepreneurship at Indiana University.

That puts Musk’s “stepwise goals that assume constant acceleration” at risk of not being met, Saxton said.

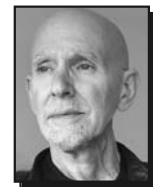
Such packages can encourage CEOs to take risks in order to meet the milestones, Saxton said. But he doesn’t think Musk will do that.

“I really do believe that Musk will act in the best interest of Tesla,” Saxton said. “He’ll come as close to winning as he can.”

The shareholders meeting took place March 21 near San Francisco.

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**CHEVROLET** 

# Lawrence Tech Students to Compete in National Contest

Two out of three isn't bad at all. Just ask the students at Lawrence Tech.

Two teams from Lawrence Technological University are among three national finalists in the SourceAmerica Design Challenge, an engineering competition where students create assistive technology to enhance workplace success and employment options for people with disabilities, said school spokesman Matt Roush.

The LTU teams created their products as part of a sophomore engineering design studio course in spring semester 2016-17, which ended in May 2017, and fall semester 2017-18, which ended in December 2017, Roush said.

SourceAmerica is a national nonprofit agency with a mission to create employment opportunities for people with disabilities, hosts the Design Challenge annually to bring greater awareness of the need and the impact of assistive technology in the workplace. About 40 universities competed in this year's challenge, Roush said.

The products designed by the LTU students help clients of Services To Enhance Potential (STEP), a SourceAmerica network member nonprofit based in Livonia that works to improve employment opportunities for the disabled.

The spring semester class from last year designed a device to help people with dexterity impairment assemble a clip that is used in automotive headrests. Team members Victoria Pellerito of Macomb Township and Laranca Haji of Sterling Heights, both juniors majoring in mechanical engineering, said they learned plenty in the process.

"Your first idea is never the best," Pellerito said. "You will al-



Two teams of Lawrence Tech students have reached the national finals in an engineering contest.

ways think it is, the entire time, and then it's not."

Pellerito said her inspiration for the design came when she was clicking a retractable pen. The device uses spring-loaded technology to put a pin into the clip.

The fall semester team from this school year designed a simple but clever block of 3D-printed plastic called the Cube XL. The device helps people with dexterity issues assemble struts that hold pipes to mounts in ceilings. Cube XL allows struts of varying sizes to be assembled with only one hand.

The inventor was team members Austin Bertuca, a mechanical engineering sophomore from Coloma, who said the design simply popped into his head.

Fellow team members George Arango, a mechanical engineering sophomore from Isabella, Puerto Rico; Bram Ligon, a mechanical engineering sophomore from Rochester Hills; and John Bowen, a sophomore double major in biomedical engineering and molecular and cell biology, said they learned a lot in the process of participating in the contest as well.

"Know what your customer wants, not what you think they want," Ligon said. "They've been doing this for years, they know," added Bowen.

Cristi Bell-Huff, director of the Studio for Entrepreneurial Engineering Design (SEED) at LTU, and Heidi Morano, SEED project engineer, serve as the team's coaches and instruct the course

in which the project was conducted.

They say a design course is unusual in engineering education at the sophomore level, and gives students a unique opportunity to talk to real customers and design a real product.

The LTU teams will compete in the SourceAmerica national competition, which takes place in Washington, D.C. between April 9-11, Roush said.

According to SourceAmerica Design Challenge Program Manager Charissa Garcia, the benefits of competing for students can be far-reaching. Past competitors have shared their competition experience in job interviews and on college applications; others have patented their innovations

## BlackBerry Inks Deal With Jaguar

BlackBerry Limited and Jaguar Land Rover have entered into a multi-year agreement to collaborate and develop technology for the automotive manufacturer's next-generation vehicles.

As part of the agreement, signed on March 22, BlackBerry will license its QNX and Certicom technology to Jaguar Land Rover, as well as assign a team of engineers to support in the development of new Electronic Control Unit (ECU) modules, said said John Wall, senior vice president and general manager of BlackBerry QNX, BlackBerry. The first ECU project will be a next-generation infotainment system.

"Working with BlackBerry will enable us to develop the safe and secure next-generation connected car our customers want," said Dave Nesbitt, Vehicle Engineering Director at Jaguar Land Rover. "Together with BlackBerry engineers, we will be able to access the most dynamic and up-to-date software to ensure the highest security required for our connected vehicles."

"We are at a pivotal moment, where innovative automakers, such as Jaguar Land Rover, are realizing they need to take an active role in defining the software architecture for their vehicles," said Wall.

"Connected and autonomous vehicles will react and drive based on rich data. Our platforms help process data efficiently and keep it secure and trusted. "We are incredibly honored to work with Jaguar Land Rover and look forward to our teams working hand in hand to deliver an enhanced driving experience for all of their customers."

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SLE FWD Lease Offer MSRP: \$29,270

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10,000 miles year

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